

Message Text

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R 042259Z AUG 75

FM SECSTATE WASHDC

TO AMEMBASSY SEOUL

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E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: PRODUCT OPPORTUNITY - KOREA NATIONAL RAILWAY

-- FIFTH IBRD LOAN

REF: A) SEOUL 5013, B) SEOUL 1221

1. STRATEGIC AND INDUSTRIAL PRODUCT SALES (SIPS) GROUP OF USDOC BROUGHT REFTELS TO ATTENTION OF A NUMBER OF U.S. FIRMS CAPABLE OF SUPPLYING A VARIETY OF PRODUCTS. MOST INTEREST TO DATE HAS BEEN EXPRESSED BY PULLMAN INC. WHICH FEELS THAT BOX CARS AND GONDOLA CARS PRESENT GOOD OPPORTUNITY. SINCE KNR USES STANDARD GAUGE AND PULLMAN CAN SHIP CARS IN KNOCKED DOWN VERSION, PULLMAN HAS INDICATED THEY ARE ENTHUSIASTIC ABOUT THIS POTENTIAL.

2. REP FROM SIPS ACCOMPANIED PULLMAN TO MEETINGS WITH IBRD TO SPECIFICALLY DISCUSS THEIR LOAN FOR THIS PROJECT. IBRD INDICATED THAT 15 PREFERENTIAL EXISTED FOR KOREAN FIRM QUOTING PACKAGE THAT CONTAINS AT LEAST 20 VALUE
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ADDED IN KOREA. SINCE ASSEMBLY OF KNOCKED DOWN CARS WOULD REPRESENT APPROXIMATELY 30 OF PACKAGE COST (TOTAL PACKAGE EQUALS APPROX U.S. 30 MILLION), PULLMAN FEELS THAT BEST APPROACH MAY BE TO LOCATE SUITABLE PARTNER IN KOREA

FOR THIS PORTION OF CONTRACT AND HAVE THAT PARTNER REGISTER

WITH KNR AS PRIME. ANY SUGGESTION THAT EMBASSY HAS OF PROSPECTIVE PARTNER WITH PULLMAN THAT WOULD GIVE PARTNERSHIP POSITION OF STRENGTH IN BIDDING WOULD BE APPRECIATED. PULLMAN IS AWARE OF KOREAN COMPANIES CAPABILITIES OF PRODUCING THIS EQUIPMENT THEMSELVES BUT FEELS THAT SIZE OF ORDER AND THEIR RECENT EXPERIENCE IN SUCCESSFULLY BIDDING AGAINST JAPANESE FOR SIMILAR ORDER MAKE THEM HIGHLY COMPETITIVE.

3. MICHAEL L. LEE OF H.L.K. SERVICES LTD OF HONG KONG, PULLMAN'S FAR EAST AGENT, WILL BE CONTACTING COMMERCIAL SECTION OF EMBASSY RE LOCATION OF PARTNER AND FURTHER EVALUATION BY EMBASSY OF PROJECT POTENTIAL. PULLMAN IS NOW PULLING TOGETHER THEIR ENGINEERS TO REVIEW SPECIFICATIONS AND WILL ADVISE SIPS WHEN THIS EVALUATION IS COMPLETE. PULLMAN INDICATES IT MAY HAVE HIGH LEVEL OFFICIAL IN KOREA WITHIN NEXT SEVERAL MONTHS AND, IF SO,

WILL PROVIDE SIPS WITH ITINERARY PRIOR TO DEPARTURE. INGERSOLL

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